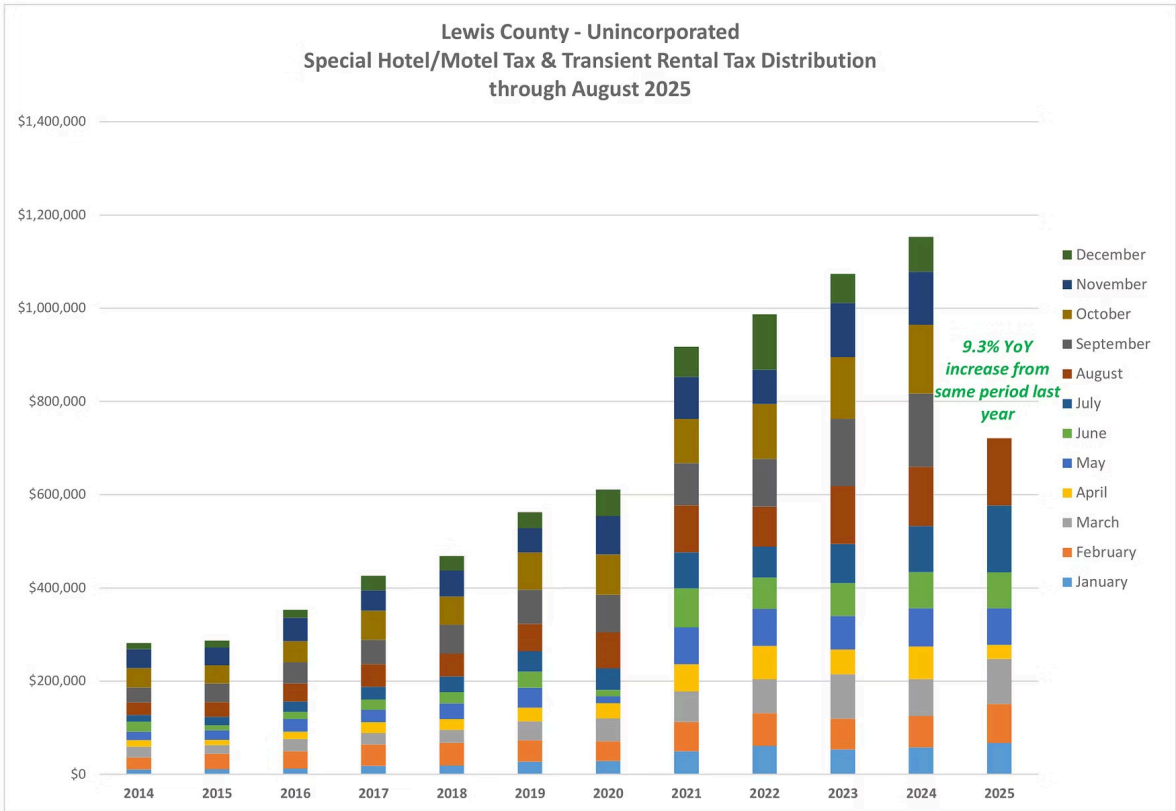




Discover Lewis County is dedicated to strengthening the region's economy by showcasing the destinations, attractions, and experiences that make Lewis County a remarkable place to visit. Through targeted tourism promotion, the program highlights outdoor recreation, historic towns, scenic road trips, local events, and small businesses that draw visitors and stimulate local spending.

Tourism is one of the county's most effective tools for economic vitality—visitors generate revenue through lodging, dining, shopping, and recreation, supporting local jobs and increasing lodging tax funds that benefit the entire community. By investing in marketing campaigns, visitor guides, online resources, and partnerships with local organizations, Discover Lewis County amplifies the area's visibility and competitiveness as a destination. The table below illustrates Lewis County's rising lodging tax revenues and visitor spending.



Elevating Program Effectiveness



AWARDED WEBSITE USABILITY GRANT

Discover Lewis County and the White Pass Scenic Byway received a \$25,000 Rural Tourism Research and Data Grant from the State of Washington Tourism to improve their websites. Partnering with Future Partners, the project will analyze visitor engagement, conduct usability interviews, and use heatmapping to enhance site performance. The findings and consequent website updates and adjustments will strengthen digital outreach and attract more visitors to Lewis County.



UTILIZING CROWDRIFF

Funded for one year by a State of Washington Tourism Grant in 2025, Discover Lewis County has utilized the CrowdRiff platform to source authentic photo and video content from talented creators and visitors throughout the region. By partnering with these contributors, we have captured fresh, high-quality visuals that highlight local experiences. These assets are then used across marketing channels—including websites, social media, e-newsletters, and promotional materials—to showcase Lewis County's beauty and inspire travel year-round.



OBTAINING TOURISM DATA THROUGH DATAFY

Using Datafy, Discover Lewis County gains valuable insights into visitor demographics, travel patterns, and behavior. This data helps us understand who our visitors are, where they come from, and what experiences attract them most. By analyzing these trends, we can make data-driven decisions—ensuring our marketing efforts are strategic, targeted, and effective in promoting Lewis County to the right audiences. Datafy has been funded previously through a State of Washington Tourism Grant.



LAUNCHING DISCOVER LEWIS COUNTY TIK TOK

Discover Lewis County has launched TikTok as part of the expanding social media strategy, embracing the power of short-form video and reels to connect with today's audiences. These engaging, visually driven posts allow us to showcase local attractions, events, and hidden gems in creative new ways—reaching broader audiences, inspiring travel, and highlighting the authentic experiences that make Lewis County unforgettable.



WEBSITE TRAFFIC DOUBLES

Website traffic to Discover Lewis County has doubled year over year, reflecting the growing value of our online presence. By expanding content, improving navigation, and highlighting local attractions, events, and itineraries, we've created a trusted and engaging resource for travelers. Our website now serves as a go-to guide for planning trips and discovering all that Lewis County has to offer.

Year 2025 Statistics

WEBSITE

2025
Stay Web Pageviews
7,619

2025
Stay Web Event Count
23,182

Lodging Properties
on Website
636



Sessions ▾ by
Session primary ch... ▾

SESSION PRIMARY ...	SESSIONS	
Organic Search	34K	↑ 5.7%
Display	41K	-
Direct	14K	↑ 49.1%
Cross-network	11K	↓ 10.7%
Paid Search	9.3K	↑ 195.9%
Referral	2.2K	↓ 6.5%
Paid Video	4.2K	-

Jan 1 - Sep 30, 2025 [View traffic acqu...](#) →

SOCIAL MEDIA



Total Followers
2,436



Total Followers
30,360



Total Followers
1,240

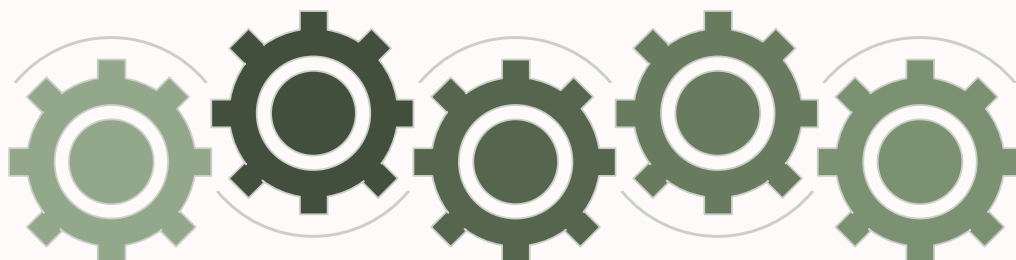
Program Elements

Social Media Campaigns

Engaging audiences
across various platforms.

Strategic Planning & Data Analysis

Using data to inform
marketing decisions.



Website Development

Building and maintaining
the online presence.

Online Advertising & Brochures

Digital and print
marketing materials.

Community Relations

Fostering positive local
connections and
engagement.

Uniting Communities Through Partnership



Community Meetings

We actively attend community meetings across Lewis County to listen, learn, and engage with residents and businesses. To date, we've participated in more than 150 meetings countywide.



Monthly Advisory Meetings

We host monthly tourism advisory meetings, bringing together local stakeholders to share updates, discuss needs, and collaborate on strategies that strengthen tourism throughout Lewis County.



Hosting Tourism Skillshops

We host skills workshops year-round to help tourism businesses learn best online marketing practices, improve digital visibility, and attract more visitors to Lewis County.



Sharing Tourism Resources

We partner with communities across Lewis County to create engaging content including photography, reels, and brochures, that authentically showcases local experiences and promotes regional tourism.

Supporting strategic growth for tourism The Time Is Now!

The tourism industry is growing rapidly, and it's essential that we meet visitor needs while protecting our communities from the impacts of overcrowding. With the State of Washington tourism grant program now defunded, we must rely more heavily on LTAC funding to carry out our work. Increased support will help us manage growth responsibly—investing in infrastructure, planning, and visitor education, while staying competitive with other regional programs and sustaining efforts once funded by now-expired grants.



Contact Discover Lewis County

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Discover Lewis County is a program of the
Economic Alliance of Lewis County, a 501(c)(6) organization